

MKT 532 Advertising & Sales Promotion

As businesses diversify and grow and new businesses enter national and international markets, so the need for professional advertising services expands. Generally speaking, the more practical and creative the staff of an advertising agency the more successful it becomes.

Course Contents:

-) The Business of Advertising, Marketing, Effective Advertising Production, Copywriting
-) Computer Graphics, Desk Top Publishing, Interpersonal Skills
-) Professional Studies & Portfolio Development, Plus two subjects from the following options
-) Internet & Intranet, Web Page Design, Marketing Online / Websites, Word Processing

Text Books:

-) Donald W. Jugenheimer: Advertising Management
-) Rajeev Batra: Advertising Management
-) Larry Percy: Strategic Advertising Management
-) Larry D. Kelley: Cases in Advertising Management